

## **IN THE ABSTRACT**

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## **A B S T R A C T**

The gadget for displaying advertising, containing papers for used chewing gum can be used in all catering, cultural, sports, educational and other locations, in public transport etc., and may also be offered when chewing gum is actually purchased. It provides opportunities for targeted advertising, and at the same time allows chewing gum users to hygienically and ecologically dispose of their gum by wrapping it in recycled paper and throwing it into a bin, a wastepaper basket or on the ground without it sticking to any surface.